

## Downtown Potential

### ERA Projections

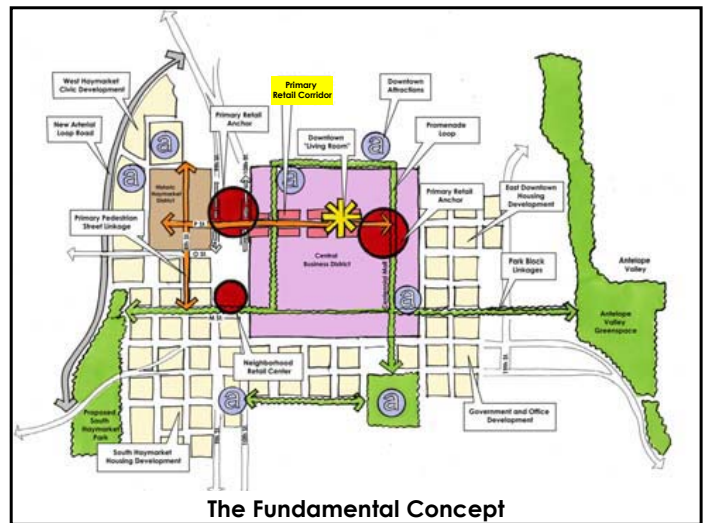
A long-term market analysis for downtown Lincoln prepared by Economics Research Associates (ERA) indicated the following additional demand for space over the next 20 years

- Office: 2,200,000 SF
- Retail: 587,000 SF
- Residential: 2,000 units
- Hotel: 1,000 rooms

### Development Capacity

The capacity diagram indicates that the ERA projections can be accommodated in the downtown. The development potential illustrated in the capacity diagram is shown below. The detailed list of assumptions is in the Appendix.

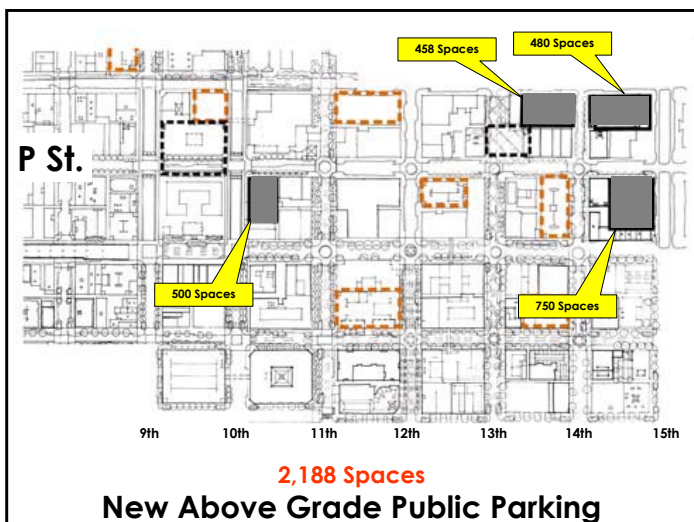
- Office: 4,900,000 SF
- Retail: 900,000 SF
- Residential: 2,800 units
- Hotel: Sites identified



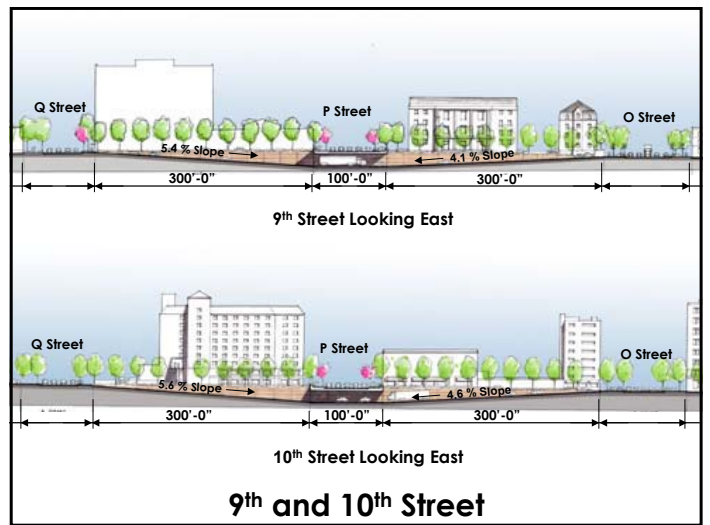
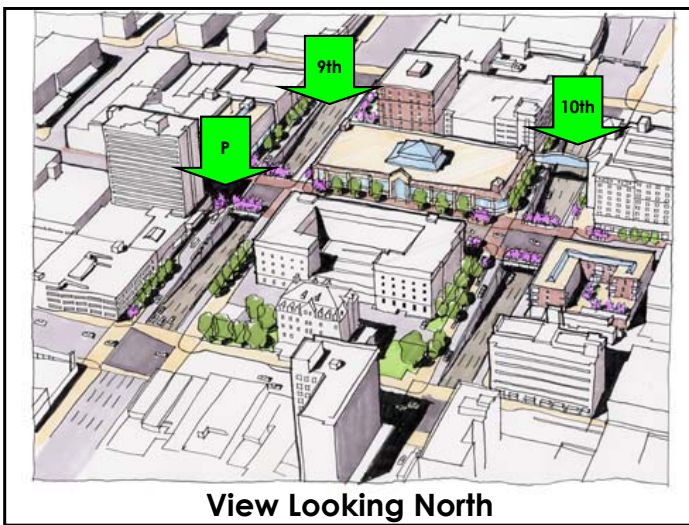
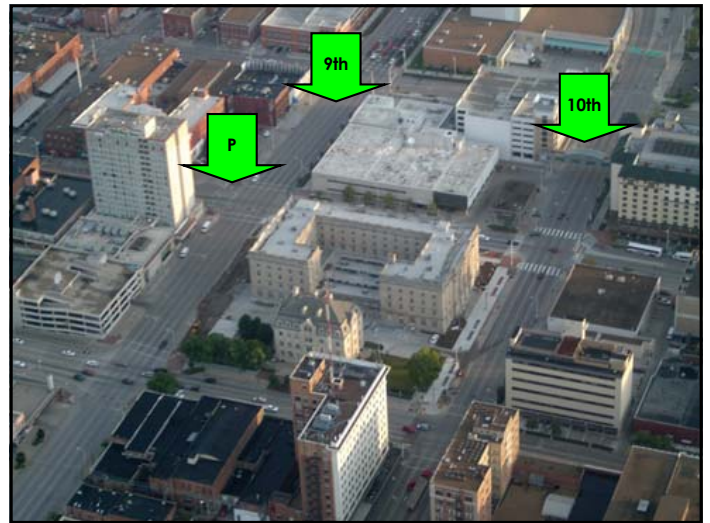
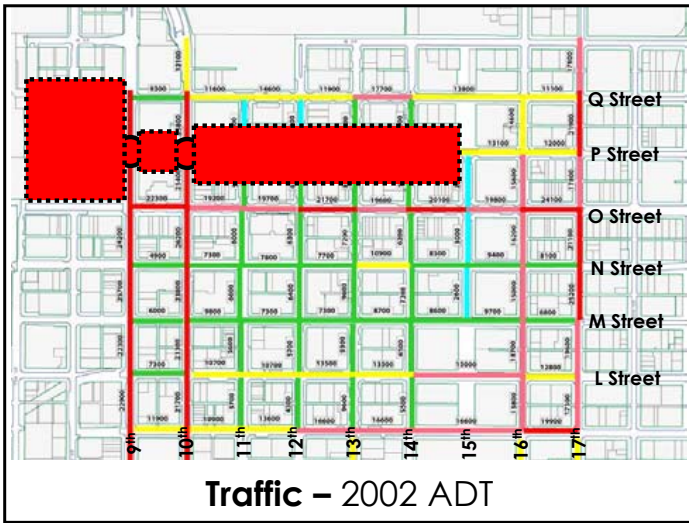
## Retail Framework

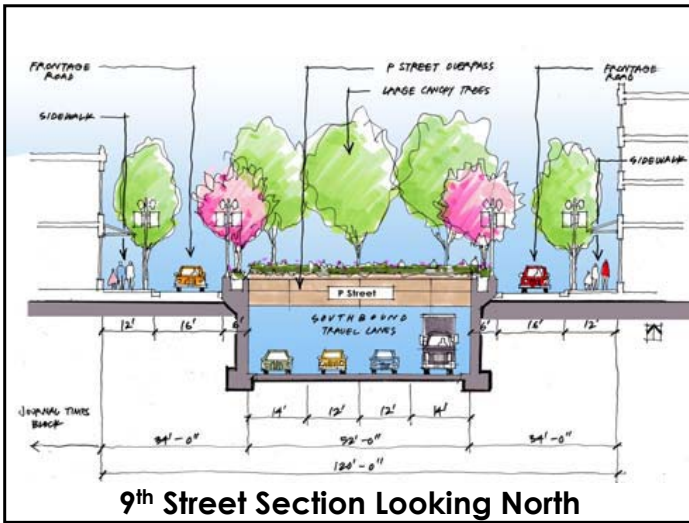
## How Much New Retail Can Be Supported ?

- 1) Haymarket (Restaurant & Entertainment) 150,000 S.F.
  - 2) Neighborhood Market Place (9<sup>th</sup> & N) 100,000 S.F.
  - 3) Retail Revitalization District (P&O Streets) 350,000 S.F.
- Total 600,000 S.F.**

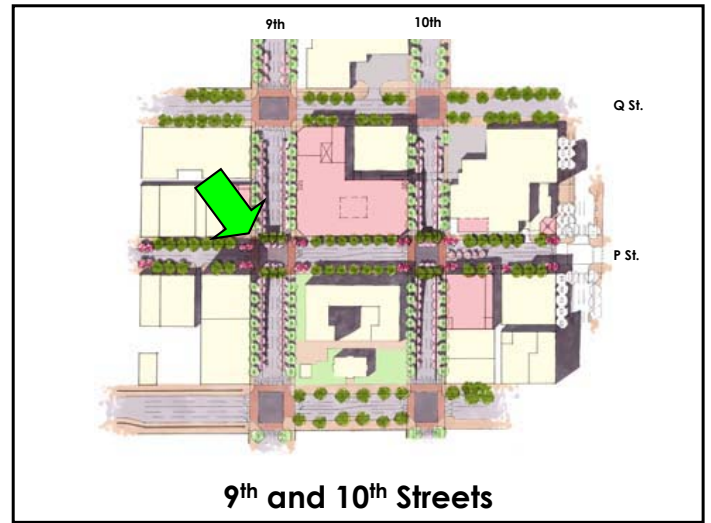




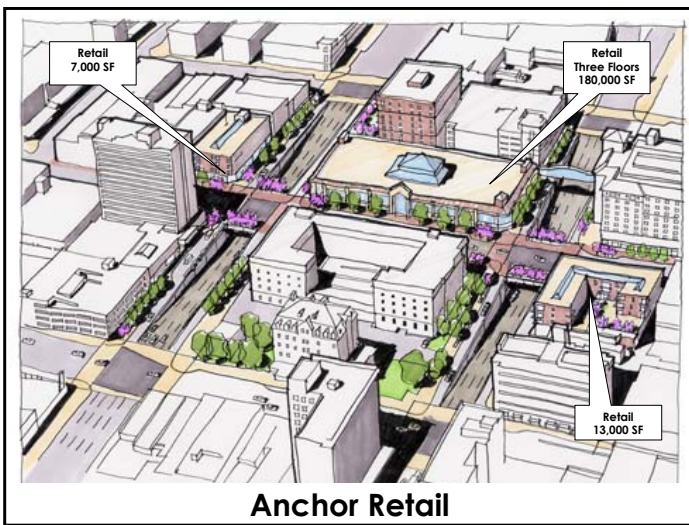




**9th Street Section Looking North**



**9th and 10th Streets**



**Anchor Retail**



**P Street Expanded Retail**

